

Version 6.0  
November 2009

# Skype for SIP Certified: logo usage.



# Contents.

1.0	<b>Contents</b>
2.0	<b>The legal stuff</b>
3.0	<b>The logo</b>
	3.1 Size and space
	3.2 Do nots

---

# The legal stuff.

As part of the Skype for SIP Certified program, you'll be able to use the logo we've created to show that your SIP products have been certified by our certification partner. This logo will show customers that your products are interoperable with Skype for SIP. The logo is designed to be used alongside your own brand elements.

On the following pages you'll see how the logo can be used and a few rules we'd like you to follow. However, before using the logo in any way you'll need to read and agree to the logo licence detailed online at [skype.com/go/siplogodownload](https://skype.com/go/siplogodownload)

**Please remember this logo is only to be used by certified Skype for SIP partners.**

**If you're not a certified partner you are not authorised to use the logo in any way.**

# The logo

The logo has one version:

1.

1. Stacked – For use in all scenarios

Always use the master logo artworks and correct colour values:

## Skype Blue

PMS Pro. Blue

CMYK 100/0/0/0

RGB 0/175/240

HEX #00AFF0

## Lead Brand Colour

PMS 5265

CMYK 72/70/44/30

RGB 75/70/90

HEX #4B465A

## Support Brand Colour

PMS Cool Gray 1

CMYK 0/0/0/6

RGB 235/235/235

HEX #EBEBEB



# The logo: size and space.

## Minimum size

The logo should be used no smaller than the minimum height of 12mm or 34 pixels.



## Clear space

The logo should always be surrounded by a minimum area of space. The area of isolation ensures that text or other visual elements do not encroach on the logo.



The area is defined by using the Cap height of the 'S'.

# The logo: do nots.

The logo must not be altered. On the right are a few examples.

1. No embellishments, effects or shadows
2. No colour changes
3. No distorting
4. Avoid sitting the primary logo on contrasting or same colour backgrounds
5. Do not rotate the logo

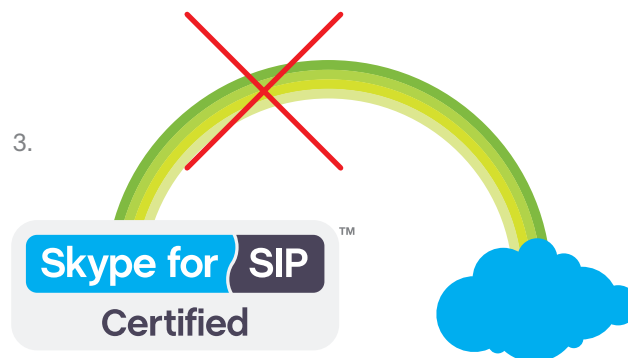


# The logo: do nots.

The logo does not come with permission to use any of the other Skype brand elements. We love our rainbows, clouds and other bits. For now we are keeping those just for us.

On the right are a few examples of what not to do.

1. On Skype clouds
2. With Skype illustrations or embellishments
3. With Skype rainbows
4. With the Skype logo
5. With the Skype presence icon



~~skype™~~  
for SIP Certified

~~S~~ for SIP Certified